



Mayor's Green Revitalization and Neighborhood Program

Event held at Luckett and Farley

May 31, 2014; 12 – 4pm

Notes

Round Robin Introductions and SoBro Visions

- A vision for a vibrant neighborhood that links existing places, increases linkages, more biking, restoring existing buildings, attracting new younger demographic
- We need better mass transit, ensure we are connected with other surrounding areas, engaging local neighborhood residents, unemployed and those needing greater opportunities, enhancing landscape
- I would like to see half the residents in the area growing their own food
- Simmons College vision to expand the campus, bring vibrancy and promote economic activity and prosperity – unique opportunity to access Federal \$
- Working with underprivileged to enhance their opportunities to access employment
- Attracting others to come and learn from us, because we will be a leader, great mixed use, more/optimized density, mixed income, diverse families, greater water and waste management, your next project should be in SoBro!
- We need to make sure that our plans have teeth, so that they can be implemented.
- Greater infill development, farmers market, community garden, conserving energy, better building design
- SoBro needs to be the best in the country!
- Need to find new and better ways to build out JCTC properties, mixed education/residential
- Mass transit from airport to downtown, taking advantage of this district
- Too little food equality, need to enhance nutrition, help people make good decisions, engage youth to own this food movement, building life knowledge about this issue and communicating the importance
- A place that is popping with purpose, a gateway with purpose, an educational corridor, intentional in our engagement, incubating innovative lifestyle, exposing the opportunity with people and innovation
- We need to create a sense of value for SoBro, its use and purpose – its fun, you want to go there.
- Bumping into each other, having a cup of coffee, a great quality of life!
- Where are the TREE's!!!
- More attractive to work here, a quality of life for business and employees
- Liz Ferguson - Happy to be back in SoBro. Excited about the energy in the room. I want SoBro as a model for Louisville is not the country. Like to see mass transit in Louisville.
- Steven Smith – Moved back recently to downtown. He fell in love with the downtown. There is a lot we can do right away with composting and recycling and building energy efficient. Huge fan of trees and more landscaping. More people will move if we can get this going.

- Councilor Tandy – Concur with the desire to see public transportation, a rail line to the airport through SoBro to downtown. We need to continue fixing our tree canopy. Most excited about the opportunity to truly make it an education corridor. The bones are there to create a unique sense of place. We need more collaborative thinking. Sharing classrooms, dormitories, shared athletic facilities, complementing both the individual institutions but also the community. He is not talking about another UL campus – but rather a unique entry point academically – a mix of education opportunities. These are smaller institutions which can be more intimate to students who don't want to be on a big campus.
- Example of what happened around Temple in West Philadelphia joint strategy of revitalization
- Art Dietz, Education Manager from the Public Library – their vision is to make this an area that is beautiful and clean. They have done a lot with green storm drainage, front of library is using local plant materials. They have also invested in public spaces and interior spaces. We need to make this a welcoming place. Recently had 4,000 people come to participate in How to Festival. Mentioned funds from city and MSD to renovate the library. MSD's investments have alleviated flood risks. Have also completed three branch libraries and a regional branch.
- Comments and thoughts about resilience; facilities that may be helpful during extreme weather events.
- Steve Sizemore - worked on SoBro Plan and lives in SoBro. Recently sold his second car, bikes to work downtown, and has a spot in the community garden. The missing element is the sense of place. We can use investments to help create a sense of personal safety.
- Marta Miranda, The Center for Women and Families – There are many nonprofits that can contribute to the success of SoBro, can build bridges between for-profits and nonprofit. We need to take advantage of the resident nonprofits and integrate them into the SoBro effort. SoBro can be an incubator for new businesses so SoBro's vision should include being an incubator for new small businesses, especially multicultural enterprises and of course for the students, the clients of nonprofit services and the residents. Their organization decided to restore after the flood rather than leave. Biggest vision is partnership between nonprofit and for-profit, an incubator role.
- Councilor James - Endorses everything that has been said. A major issue is the perception of safety and planning ahead for the infrastructure that will support all the other investments. Also important to recognize huge amount of diversity in race, income, age in SoBro. Largest concentration of senior high rises in the state. Mentioned "train of wheelchairs" in the street going to Kroger's; can fix that with our investments.
- Adam Beck (facilitator) pay attention to ways you can finance the activities, the investments. Think about catalytic projects.
- Justin Carter, Family Scholar House - agree about the value of cooperating between for profit and nonprofits. Very excited about the energy around the project. They would love to work with Spalding, JCTC, Simmons, a good catalyst project. Really consider the users, different cultures, and ages. There is a role for the neighborhood association to engage.
- Patrick Piuma, Director of Urban Design Studio at University of Louisville. Very familiar with SoBro. SoBro's parking lots create opportunity for a modern, dense, neighborhood. This design could be the hook that encourages people to live. It would be great to offer a car-optional life

style. The same qualities that attract young people also serve seniors who don't want or can't drive.

- Aric Andrew, Luckett & Farley - L and F wants to become a part of the redevelopment of SoBro. Agree with Patrick that SoBro offers an opportunity to do something unique. SoBro has so many assets, nonprofits, educational institutions, proximity to downtown. Sustainability can be the glue, or theme, in differentiating SoBro.
- Chris Beckett, President of Presentation Academy, in building designed by L and F, in 1893. They have been in Louisville since 1831. One thing that impresses her is that being compassionate entails compassion toward the earth, as well as each other. She is interested in a neighborhood which is "eco-friendly" a sharing community. Presentation Academy's vision is safety. That is #1. The primary problem is pedestrian safety for the girls at the Academy. They are interested in lighting and signage. Their sidewalks need help. A part of the vision must be how we engage our students. If you need a building to work on, choose their 1893 building, with their students. Our students' parents choose to come downtown to have their daughters educated; that is significant. Being downtown is part of their education.
- Susan Smith, CEO of Guardian Care Services – Two things are critically important. First is creating a constructive role for the alleys that connect the businesses and educational facilities. They like to take their program participants outside but the condition of sidewalks and alleys prevent them from doing this. The second concern is graffiti. SoBro (or maybe Louisville) needs a graffiti eradication program. There is a problem with access to flat roofs where criminal activities can occur (e.g. drug use). We have to be ready to address the problems that face us. You don't want to think about your daughter finding a syringe in the alley.
- SoBro is blessed with a grocery store, a Kroger's store. It can be improved and that will contribute to the redevelopment of the store.
- Pam Darnell, CEO of Family and Children's Place – They invested \$7 million in renovation for new building. They made green storm water investments. They, as a nonprofit, are also an enterprise and have partnership opportunities. SoBro needs more trees, transit and public safety.
- Janie Farmer, Porter Paints – They manufacture a lot of zero VOC paints, some exceeding health/environmental products.

Speakers

Jason Delambre, Midwest Clean Energy Enterprise

- Energy is moving to a more decentralized model of generation and delivery
- Energy performance contracting – aggregate businesses together
- Conditions are changing with respect to energy pricing and environmental regulation that will require new perspectives – in actions and financing

Gretchen Milliken, Advanced Planning, Louisville Metro Government

- They are getting ready to launch a painted crosswalk competition – Cross Art. They hope to have the painted crosswalks in place before the Saint James Art Fair.
- Gretchen's grand vision for SoBro is underground parking garages.

Wes Sydnor, MSD

- There is an estimated two million gallons of run-off from nine million square feet of paved space in SoBro.

Bradley Coomes, Idle-Free Contact, Air Pollution Control District

- An Idle-Free neighborhood communicates the value of the neighborhood.
- The quality of the air is improved with keeping heat down because of the ozone/heat interaction.
- Signing up to be an idle-free businesses is free or nearly free – just contact me (Bradley.coomes@louisvilleky.gov; 574-7262)

Patti Clare, Advanced Planning, Louisville Metro Government

- Bus rapid transit in SoBro

Kim Martinez, QRS Recycling

- We could expand the wet-dry recycling program in the Central Business District (CBD) to SoBro. Just in the first few months of the wet-dry program implementation, the CBD has increased its recycling rates from 11% to 45%, and we expect it to get much higher.
- Businesses can participate in wet-dry one by one, or the neighborhood could try to implement it neighborhood-wide

Overall Themes

- Unique branding opportunity with all of the educational institutions in SoBro
- Dealing with overwhelming number of parking lots is a high priority
- Interest in landscaping and increasing the tree canopy
- Interaction and joint opportunities between private/nonprofit/public – collaboration too
- Safety and perception of safety (Crime, Pedestrian)
- The Blank Canvas or Heritage question

Facilitator Thoughts

- Parts of SoBro are a blank canvas
- There is a great opportunity to deal with heating, cooling and water issues in a coordinated way through performance contracts

Last Thoughts from the Group

- Food and Farmers Markets in SoBro
 - Eliminate the food desert (better access to quality food through commercial and organic markets)
 - Harlan Smith, Off Broadway Farms volunteered to coordinate a farmers market in SoBro
- Health: air quality and lower heat level, access to walking paths
- SoBro Asset: age diversity – let's keep housing multigenerational
- Make alleyways more attractive.
- We need to mitigate displacement of underprivileged communities